

## A MESSAGE TO GARCIA

More Than a Million Copies of  
Hubbard's Essay.

G. H. DANIELS IS RESPONSIBLE.

He has Circulated more than 1,000,000  
Copies Himself—A Demand for 250,000  
More—Text of the Remarkable "Message  
Essay."

With the beginning of the new year, says the New York Sun, more than one and a quarter million copies of Elbert Hubbard's pamphlet, "A Message to Garcia," will have been issued. It is estimated that the essay has been reprinted in various forms 7,500,000 times. This, taking into consideration the short time that has elapsed since the little book was printed first, is undoubtedly the most remarkable record that has ever been made by any publication. Elbert Hubbard, who wrote the "Message to Garcia," wrote it without any idea of the possibilities for wide circulation of the sermon it contained. He is the editor of the Philistine Magazine, a small "periodical of protest," published at East Aurora, in Erie county. He conducts a printing shop and a fine book bindery in the name of the society of the Philistines, of which he is himself the principal and prevailing member. He wrote "A Message to Garcia" for last March's number of the Philistine. His attention had been attracted to the act of Lieutenant Brown in delivering a message from the president to General Garcia early in the Spanish war and thereby keeping some 20,000 Spanish troops out of Santiago until the United States army and navy had taken the city. He made the incident the text of a homily on prompt and intelligent service of employers.

The Philistine has a fair circulation as circulations go among magazines, but the entire March edition was exhausted in three days. Then Mr. Hubbard began to think he had written something worth reading. It is his proud boast that no number of the Philistine is ever reprinted after the first edition is exhausted, and he thought of reprinting the "Message" in pamphlet form. While he was still thinking it over, there came a telegram from George H. Daniels, the general passenger agent of the New York Central and Hudson River railroad, asking whether the Roycrofters, as Mr. Hubbard calls his community of workmen, could print him one thousand copies of the "Message to Garcia" in quick time. Mr. Daniels had been a reader of the Philistine for several years and he liked Hubbard's style of fun-making and preaching. As he was sitting in his office at the Grand Central station one day, looking over the Philistine, his eye caught the "Message to Garcia," and it struck him that the sermon contained there applied with particular force to railroad employees. He wheeled around in his chair and read it to his secretary.

"Charlie," he said when he had finished, "that's good. We know lots of folks who need to read that. Let's ask Hubbard to print us one thousand of them to send around."

Hubbard printed them and they were sent out to Mr. Daniels' friends on his own and other railroad lines. Before the train that carried the first lot of them had reached Syracuse, Mr. Daniels says, requests for more copies began to come in. That night he ordered another thousand and the night after that a friend, a Mr. Crane, who has a big business in Chicago, came in and said he wanted every workman in his factory to have a copy of the pamphlet and Mr. Daniels ordered a thousand more for Mr. Crane.

It seemed advisable that Mr. Daniels should ask Hubbard how long it would take to print 100,000 copies of the book. Hubbard's reply, which was consistent with the principle that all Roycroft work must be beautiful, and that beautiful work cannot be done in a hurry, filled Mr. Daniels with despair. It did not suit his railroad ideas at all. He called in his advertising man and they decided that the best way to satisfy all of Mr. Daniels' friends and all his friends' friends was to obtain from Hubbard leave to print the "Message to Garcia." This was done. The "Message to Garcia" was made one of the "Four Track Series," a set of little books, part railroad advertisements, part pictures and part historical, geographical and scientific information. It was put out as No. 25 of the series. The first 100,000 was issued on April 29. The book was sent to everyone who would "send a postage stamp issued by any country on the globe for it." The second 100,000 was ordered on April 27. It appeared on May 10. The third 100,000 appeared on May 25, the fourth on June 10 and the fifth on July 4.

In the earlier editions Mr. Daniels had announced that he intended to keep on printing the booklets in editions of 100,000 until the demand was met if it took the whole of the twentieth century to do it. But it has become manifest to him that 100,000 editions are too slow and there is now in preparation an edition of 500,000. It will have a cover in colors and the "Message" will be appropriately illustrated and will contain biographical sketches of Mr. Hubbard, Lieutenant Rowan and General Garcia.

The demand for the book has not come altogether from manufacturers, railroad and other business men, but they have taken to it with a unanimity which proves that it appeals to something down at the bottom of every successful business character. Mr. Daniels has received thousands of letters from such men up and down the land, thanking him for sending out the book and asking for more.

A hundred other instances of the ways

printed special editions of 10,000 for at least eight big business concerns. The demand on them for the book is still as large as it ever was.

Beside the 1,000,000 copies printed by Mr. Daniels, Hubbard has printed 250,000 at the Roycroft shop to fill orders that have come for the book in numbers from 1 to 1,000. In a recent letter to a friend he says:

"One peculiar feature of this 'Garcia' thing is the number of people who have ordered us to put the message in a fine binding—say, to cost \$5 or \$10 to give to some particular individual who especially needed awakening or was supposed to need awakening. I suppose the idea was that in its cheap form, the 'message' would be thrown aside."

Mr. Daniels sent the book to all the representatives of this government abroad. As a result the "Message to Garcia" has already been translated repeatedly into French, German, Hungarian, Italian, Russian and Japanese. The editor of the Revue Bleue, which first translated it into French, was horrified beyond expression by the combination of the advertising of Mr. Daniels' railroad with "such lofty philosophy," but the editor of the Railway Times of Tokyo thought the combination most appropriate and pleasing and lauds the American railroad man for having undertaken it. The Japanese translator wrote a little introduction for the essay, in which he explained how wide and deep was the influence the book was having in America, and apologized most humbly to Mr. Daniels for not translating it better. Much of Hubbard's language, he acknowledged, may hardly be translated into Japanese.

Mr. Daniels has tried to keep track of most of the publications in which the essay has been reprinted. So far as he knows, it has been printed altogether, here and abroad, seven and a half million times. There are doubtless other reproductions of which he never has heard.

Here is the "Message to Garcia":

A Message to Garcia.  
In all this Cuban business there is one man stands out on the horizon of my memory like Mars at perihelion. When war broke out between Spain and the United States, it was very necessary to communicate quickly with the leader of the insurgents. Garcia was somewhere in the mountain fastnesses of Cuba—no one knew where. No mail nor telegraph message could reach him. The president must secure his co-operation, and quickly.

What to do!  
Some one said to the president, "There's a fellow by the name of Rowan who will find Garcia for you if anybody can."

Rowan was sent for and given a letter to be delivered to Garcia. How "the fellow by the name of Rowan" took the letter, sealed it up in an oil-skin pouch, strapped it over his heart, in four days landed by night off the coast of Cuba from an open boat, disappeared into the jungle, and in three weeks came out on the other side of the island, having traversed a hostile country on foot, and delivered his letter to Garcia, are things I have no special desire now to tell in detail.

The point I wish to make is this: McKinley gave Rowan a letter to be delivered to Garcia; Rowan took the letter and did not ask, "where is he at?" By the Eternal! there is a man whose form should be cast in deathless bronze and the statue placed in every college in the land. It is not book learning young men need, nor instruction about verbiage which will cause them to be loyal to a trust, to act promptly, concentrate their energies; do the thing—"carry a message to Garcia!"

General Garcia is dead now, but there are other Garcias.

No man who has endeavored to carry out an enterprise where many hands were needed, but has been well nigh appalled at times by the imbecility of the average man—the inability or unwillingness to concentrate on a thing and do it. Slipshod assistance, foolish inattention, dowdy indifference, and half-hearted work seem the rule; and no man succeeds, unless by hook or crook, or threat he forces or bribes other men to assist him; or mayhap, God in His goodness performs a miracle, and sends him an Angel of Light for an assistant. You, reader, put this matter to a test: You are sitting now in your office—six clerks are within call. Summon any one and make this request: "Please look in the encyclopedia and make a brief memorandum for me concerning the life of Correggio."

Will the clerk quietly say, "Yes sir," and go to the task?

On your life, he will not. He will look out of a fishy eye, and ask one or more of the following questions:

Who was he?  
Which encyclopedia?  
Where is the encyclopedia?  
Was I hired for that?  
Don't you mean Bismarck?  
What's the matter with Charlie doing it?

Is he dead?  
Is there any hurry?  
Shan't I bring you the book and let you look it up yourself?

What do you want to know for?  
And I will lay you ten to one that after you have answered the questions, and explained how to find the information, and why you want it, the clerk will go off and get one of the other clerks to help him try to find Garcia—and then come back and tell you there is no such man. Of course, I may lose my bet, but according to the law of averages I will not.

Now, if you are wise, you will not bother to explain to your "assistant" that Correggio is indexed under the C's, not in the K's, but you will smile sweetly and say, "Never mind," and go look it up yourself.

And his incapacity for independent action, this moral stupidity, this infirmity of the will, this unwillingness to

put pure socialism so far into the future. If men will not act for themselves, what will they do when the benefit of their effort is for all? A first mate with knotted club seems necessary; and the dread of getting "the bounce" Saturday night holds many a worker to his place.

Advertise for a stenographer, and nine out of ten who apply can neither spell nor punctuate—and do not think it necessary to.

Can such a one write a letter to Garcia?

"You see that bookkeeper?" said the foreman to me in a large factory.

"Yes, what about him?"

"Well, he's a fine accountant; but if I'd send him uptown on an errand he might accomplish the errand all right, and, on the other hand, might stop at four saloons on the way, and when he got to Main street would forget what he had been sent for."

Can such a man be entrusted to carry a message to Garcia?

We have recently been hearing much maudlin sympathy expressed for the "down-trodden denizen of the sweat-shop" and the "homeless wanderer searching for honest employment," and with it all often go many hard words for the men in power.

Nothing is said about the employer who grows old before his time in a vain attempt to get frowsy ne'er-do-wells to do intelligent work; and his long, patient striving with "help" that does nothing but loaf when his back is turned. In every store and factory there is a constant weeding-out process going on. The employer is constantly sending away "help" that have shown their incapacity to further the interests of the business, and others are being taken on. No matter how good times are, this sorting continues, only if times are hard and work is scarce, the sorting is done finer—but out and forever out, the incompetent and unworthy go. It is the survival of the fittest. Self-interest prompts every employer to keep the best—those who can carry a message to Garcia.

I know a man of really brilliant parts who has not the ability to manage a business of his own, and yet who is absolutely worthless to anyone else, because he carries with him constantly the insane suspicion that his employer is oppressing, or intending to oppress, him. He cannot give orders and he will not receive them. Should a message be given him to take to Garcia, his answer would probably be, "Take it yourself."

Tonight this man walks the streets looking for work, the wind whistling through his threadbare coat. No one who knows him dare employ him, for he is a regular firebrand of discontent. He is impervious to reason, and the only thing that can impress him is the toe of a thick-soled No. 9 boot. Of course I know that one so morally deformed is no less to be pitied than a physical cripple; but in our pitying let us drop a tear, too, for the men who are striving to carry on a great enterprise, whose working hours are not limited by the whistle, and whose hair is fast turning white through the struggle to hold in line dowdy indifference, ship-shop imbecility, and the heartless ingratitude, which, but for their enterprise, would be both hungry and homeless.

Have I put the matter too strongly? Possibly I have; but when all the world has gone a-slumming I wish to speak a word of sympathy for the man who succeeds—the man who, against great odds, has directed the efforts of others, and having succeeded, finds there's nothing in it; nothing but bare board and clothes. I have carried a dinner pail and worked for day's wages, and I have also been an employer of labor, and I know there is something to be said on both sides. There is no excellence, per se, in poverty; rags are no recommendation, and all employers are not rapacious and high-handed, any more than all poor men are virtuous.

My heart goes out to the man who does his work when the "boss" is away, as well as when he is at home. And the man who, when given a letter for Garcia, quietly takes the missive without asking any idiotic questions, and with no lurking intention of chucking it into the nearest sewer, or of doing anything else but to deliver it, never gets "laid off," nor has to go on a strike for higher wages. Civilization is one long anxious search for just such individuals. Anything such a man asks shall be granted; his kind are so rare that no employer can afford to let him go. He is wanted in every city, town, and village—in every office, shop, store, and factory. The world cries out for such; he is needed, and needed, badly—the man who can carry a message to Garcia.

Attend College This Year.  
Never in the history of our country was there a greater opportunity than the present for educated young men and women. What an auspicious moment for those who are just now on the threshold of life.

Grand Island Business and Normal college has for fourteen years been the leading institution of its kind in the western states and last year more than twice as many calls were received for its graduates as could be supplied. Everything necessary for a successful start in life is taught—business, normal and shorthand courses. Expenses low. Board only \$1.50 per week. One year's time given on tuition if desired. College record sent free, or for six cents will send elegant catalogue.

A. M. HARENS, President,  
Grand Island, Neb.

Dr. Humphrey's Specific Manual.  
A book of 100 pages on the treatment and care of all diseases mailed free on application. Address the Humphreys' Medicine Co., P. O. Box 1810, N. Y. City.

Lost.  
One two-years-old red Polled heifer, without horns, and with hole in left ear. Weight about 650 pounds.

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## FLORIDA.

A Superior Through Sleeping Car Line  
Between St. Louis and Jacksonville.

Commencing November 18th the Florida Air line consisting of the L., E. & St. L. R'y., St. Louis to Louisville, So. R'y. in Kentucky, Louisville to Lexington, Queen and Crescent Route, Lexington to Chattanooga, Southern R'y., Chattanooga to Jessup and Plant System, Jessup to Jacksonville, Fla. will inaugurate for the season the great Through Sleeping Car Route to Florida. Through sleeping cars will leave St. Louis 9:15 p. m. daily, passing Louisville 7:00 a. m., Lexington 10:50 a. m., reaching Chattanooga 5:50 p. m., Atlanta 10:30 p. m. and Jacksonville 8:30 a. m. (second morning). Stop-overs allowed. This route is through large cities and interesting country, and is operated over most superior and well established lines of railway. The schedules are fast and most convenient.

In addition to the above schedule leaving St. Louis at night, train leaving St. Louis 8:05 a. m., will arrive Jacksonville the next night 10:00 p. m. making only one night out from St. Louis to Jacksonville.

This line also affords passengers for Florida trip via Asheville, N. C., the greatest American all-year-round resort.

Correspondence solicited and information promptly furnished.

R. A. CAMPBELL,  
General Passenger Agent, St. Louis, Mo.  
This is also the best line to points in Kentucky, Tennessee, Georgia and North and South Carolina.

Road Notice to Land Owners.

To All Whom It May Concern: The commissioners appointed to locate a road commencing at the northeast corner of section one (1) in township 24 north range 1 west in Madison county, Nebraska, and the northwest corner of section six (6) township 24 north range 1 east in Stanton county, Nebraska, running thence south on county line one (1) mile and terminating at the southeast corner of said section one (1) township 24 north range 1 west and the southwest corner of aforesaid section six (6) township 24 range 1 east have reported in favor of the establishment thereof, and all objections thereto or claims for damages must be filed in the county clerk's office on or before noon of the 15th day of February A. D. 1900 or said road will be opened without reference thereto.

E. G. HEILMAN, County Clerk.

IT IS JUDGE CONES

Position on Judicial Bench Given to  
Pierce Attorney.

LINCOLN, Dec. 15.—Governor Poynter yesterday appointed Douglas Cones of Pierce to succeed Senator Allen as judge of the Ninth judicial district. There was very little competition for the place and as soon as the resignation of Senator Allen was received the appointment was announced. Mr. Cones is a democrat and has a good reputation as an attorney. The appointment is quite satisfactory to his friends.

Southern Literature.

Interesting literature regarding the South is now being distributed by the Southern Railway—"Southern Homes" folders, large map folders, "Land of the Sky" booklets, Southern Fields, "Minerals and Mines" books, etc., mailed free to any address. "The Empire of the South," a very handsome volume of about 200 pages, profusely illustrated, also issued by the Southern Railway, and sent to any address upon receipt of 25 cents, which amount approximates cost of delivery. Address—

WM. H. TAYLOR,  
Ass't Gen'l Pass. Agent, Southern R'y.,  
LOUISVILLE, KY.

WANTED—Several bright and honest persons to represent us as managers in this and close by counties. Salary \$900 a year and expenses. Straight, bona fide no more, no less salary. Position permanent. Our references, any bank in any town. It is mainly office work conducted at home. Reference. Enclose self-addressed stamped envelope. THE DOMINION COMPANY, Dept. 3, Chicago.

To Cure La Grippe In Two Days.  
Take Laxative Bromo Quinine Tablets. All druggists refund the money if it fails to cure. E. W. Grove's signature on every box. 25c.

STATE NEWS.

Superintendent Hoxie has at last consented to resign his job in the state industrial school at Kearney and J. N. Campbell of Fullerton has been appointed to the position.

Ed Jerome was found guilty at Fremont at 2 o'clock Saturday morning of shooting U. S. Pope with intent to wound. The case will be appealed to the supreme court.

Harvard is to have a new opera house, citizens having contributed \$1,500 for the purpose. It will be in the second story of a building to be erected by H. C. Stokes, whose building was recently burned.

Robert T. Alyea of Meadow Grove has been granted an increase in his pension now receiving \$8 instead of \$6.

Senator Allen left Madison for Washington Saturday and was accompanied to the train by a large number of citizens of that town. He hopes to reach Washington in time to assume his duties before the session closes for the holidays. On account of the refusal of Benton Maret of Eddsville to accept the private secretaryship the senator will defer the appointment for a few days.

Omaha Bee: Governor Poynter has been asked to lend official aid to the project of adding a Nebraska car to an advertising train which is being arranged by John Gilman of Massachusetts. He is to get up an enormous

traveling fair, consisting of about eight trains of stock and several trains of miscellaneous exhibits. This fair will be moved from place to place and an admission fee will be charged all visitors.

A Columbus dispatch to the Bee says: At the last meeting of the Board of County Supervisors a resolution was adopted instructing the county attorney to collect all the outstanding notes taken by the county in the spring of 1895. Following the crop failure of 1894 many farmers in this county found themselves in very straitened circumstances and unable to buy seed. The county advanced the necessary money to all who needed it; taking notes for security. There are still quite a number of the notes unpaid and the board is inclined to believe that the debtors are amply able now to pay.

Fire Department.

The Norfolk fire department met in regular session at firemen's hall on the evening of December 13. The meeting was called to order by C. E. Hartford, president.

After the minutes of the last meeting had been approved, the bill of J. Decker, \$1.00 for printing tickets, was allowed. Bills of Otto Buckle, \$2.50; C. E. Hartford, \$5.15; were allowed.

Reports of committees on printing, hall and music, were read and upon motion the same were accepted and the committees continued.

Report of the treasurer was read and placed on file.

The chief of the department was elected by acclamation to represent the department at the Nebraska State Volunteer Firemen's association to be held in this city on January 16, 1900.

The department amended the resolution adopted at a meeting of the department a month previous, in regard to restricting all meetings excepting those of the city council and firemen, and instructed the trustees of the department to permit the business men's association to hold their meetings in the firemen's room when not occupied by the firemen or city council.

SOUTH NORFOLK.

Mr. John Beck left home last evening for Iowa.

Mr. Fred Hollingsworth is still on the sick list.

Mrs. B. Pippin, though better, is still far from well.

Frankie Heckman, son of Conductor Heckman, is not well.

The carpenters have nearly finished their work on Mr. C. Hyde's house.

Miss Nina Moolick, daughter of Terry Moolick, is suffering from inflammatory rheumatism.

The Sunday school of South Norfolk is preparing a highly entertaining cantata for Christmas.

Mrs. C. H. Chapman and Mrs. Imlay left on the early train for Omaha. They will be away for several days.

Boys Wanted—Hunters.

Bright, active, honest boys are wanted at once by the St. Louis Sunday Star to act as agents for this great paper, which sells readily wherever presented. The agents obtain the papers on most favorable terms and hundreds of boys all over the country are making good money handling it. You can do the same, and have money for the holiday season. The papers are sent to you postpaid, and you run no risk, as you get credit for heads of unsold papers returned. Write at once to Manager Circulation, St. Louis Star, St. Louis, Mo.

WANTED—Several bright and honest persons to represent us as managers in this and close counties. Salary \$900 a year and expenses. Straight, bona fide, no more, no less salary. Position permanent. Our references, any bank in any town. It is mainly office work conducted at home. Reference. Enclosed self-addressed stamped envelope. THE DOMINION COMPANY, Dept. 3, Chicago.

Best canned goods at the Norfolk Cash store.

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Kidney Trouble Makes You Miserable.

Almost everybody who reads the newspapers is sure to know of the wonderful cures made by Dr. Kilmer's Swamp-Root, the great kidney, liver and bladder remedy.

It is the great medical triumph of the nineteenth century; discovered after years of scientific research by Dr. Kilmer, the eminent kidney and bladder specialist, and is wonderfully successful in promptly curing lame back, kidney, bladder, uric acid troubles and Bright's Disease, which is the worst form of kidney trouble.

Dr. Kilmer's Swamp-Root is not recommended for everything but if you have kidney, liver or bladder trouble it will be found just the remedy you need. It has been tested in so many ways, in hospital work, in private practice, among the helpless too poor to purchase relief and has proved so successful in every case that a special arrangement has been made by which all readers of this paper who have not already tried it, may have a sample bottle sent free by mail, also a book telling more about Swamp-Root and how to find out if you have kidney or bladder trouble. When writing mention reading this generous offer in this paper and send your address to Dr. Kilmer & Co., Birmingham, N. Y. The regular fifty cent and dollar sizes are sold by all good druggists.

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